

Message Text

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ACTION NEA-11

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R 121321Z JUNE 78
FM AMEMBASSY JIDDA
TO SECSTATE WASHDC 2345
USDOC WASHDC
INFO AMCONSUL DHAHRAN
USLO RIYADH
AMEMBASSY SANA

UNCLAS JIDDA 4375

FROM MISSION DIRECTOR

E.O. 11652: N/A
TAGS: BEXP, SA
SUBJ: U.S. WATER RESOURCES TRADE MISSION: JIDDA SUMMARY AND SAUDI
ARABIA WRAP-UP REPORT

1. SUMMARY: THE U.S. WATER RESOURCES TRADE MISSION CONCLUDED
A HIGHLY SUCCESSFUL, IF SOMEWHAT HECTIC, VISIT TO SAUDI
ARABIA. THE SURFEIT OF APPOINTMENTS TOTALING OVER 300 FOR
THE NINE PERSON MISSION RESULTTED IN AN IMPRESSIVE ARRAY OF
ANTICIPATED SALES, REPRESENTATION, AND JOINT VENTURE AGREEMENTS.
HIGH LEVEL SAUDI INTEREST IN EXPANDED COMMERCIAL
TIES WITH AMERICAN INDUSTRY SURFACED AT ALL MEETINGS WITH
SENIOR SAG OFFICIALS, AS EVIDENCE BY THE INVITATION
EXTENDED TO SECRETARY KREPS FOR AN OFFICIAL VISIT, AND
RECEPTIVITY TOWARDS A REVERSE SAUDI TRADE MISSION TO THE
U.S. END SUMMAR.

2. JIDDA SUMMARY: THE MISSION ARRIVED IN JIDDA ON
SCHEDULE ON JUNE 8 AND WAS MET BY ECONOMIC/COMMERCIAL
COUNSELOR EBLAN, CONTROL OFFICER JENSEN COMOFF ROBERTSON AND
OTHER
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MEMBERS OF THE COMMERCIAL OFFICE STAFF. AN EVENING
BRIEFING AT THE ECONOMIC / COMMERCIAL COUNSELOR'S HOME
FOLLOWED.

3. FRIDAY WAS SPENT BY THE MISSION'S VISIT TO TAIF

FOR A TOUR OF HISTORIC AGRICULTURE AND DAM SITES. FOLLOWING A SUQ TOUR AND PICNIC LUNCH, THE TRIP BACK TO JIDDA WAS HIGHLIGHTED BY A WASHBOARD RIDE THROUGH THE DESERT TREK OF THE WADI FATIMA, AND AN OBLIGING SANDSTORM.

4. GROUP APPOINTMENTS FOR THE MISSION WERE HELD WITH THE DIRECTOR OF THE MINISTRY OF AGRICULTURE AND WATER'S WESTERN REGION, ASSAD JAMJOOM, ISSAM JAMJOOM, DEPUTY GOVERNOR OF THE SALINE WATER CONVERSION CORP. THE ROYAL COMMISSION FOR JUBAIL AND YENBO, THE JIDDA, MECCA, AND TAIF WATER AND SEWERAGE DEPARTMENT ABDUL HAMID DERHALLY, DIRECTOR, WESTERN REGION, MINISTRY OF PLANNING, AND THE ISLAMIC DEVELOPMENT BANK. THE MISSION DIRECTOR ALSO CALLED ON THE JIDDA CHAMBER OF COMMERCE.

5. AMBASSADOR WEST'S RECEPTION FOR THE MISSION DREW 100 PROMINENT GOVERNMENT OFFICIALS AND LOCAL BUSINESSMEN. A NUMBER OF MISSION MEMBERS COMMENTED ON THE HIGH LEVEL OF THE ATTENDEES, AND FELT THE RECEPTION PROVIDED AN OUTSTANDING INTRODUCTION TO THE JIDDA COMMUNITY.

6. DURING JUNE 10 AND 11, THE MISSION MEMBERS HAD A TOTAL OF 68 GROUP AND SINGLE APPOINTMENTS, NOT COUNTING RECEPTION CONTACTS, AS IN THE OTHER SAUDI ARABIAN STOPS, MAJOR SALES, AGENCY, AND JOINT VENTURE PROSPECTS WERE IN ABUNDANCE.

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7. SAUDI ARABIA WRAP-UP THE WATER RESOURCES TRADE MISSION ACHIEVED OUTSTANDING BUSINESS RESULTS FROM THE DHARAHAN, RIYADH AND JIDDA STOPS IN THE KINGDOM. A TOTAL OF 48 SPECIFIC EXPORT SALES LEADS WERE OBTAINED FROM THE THREE STOPS. SALES REPRESENTATION LEADS THE MAJOR OBJECTIVE OF MANY MISSION MEMBERS-- TOTLED AN IMPRESSIVE 79. THE MISSION MEMBERS EXPECT TO SIGN 10 SUCH AGREEMENT WITHIN THE NEXT YEAR. AS A RESULT OF THIS MISSION THE NINE PARTICIPATING COMPANIES (MOST OF WHICH WERE NEW TO MARKET) EXPECT TO CONCLUDE \$24.6 MILLION IN ADDITIONAL EXPORT SALES DURING THE NEXT 12 MONTHS. WITH SALES DURING THE EVENT TOTALING \$65,000. TWO MEMBERS EXPECT TO CONCLUDE JOINT VENTURE AGREEMENTS WITH SAUDI FIRMS DURING THE NEXT YEAR, AND A TOTAL OF 20 JOINT VENTURE LEADS WERE OBTAINED BY THE MISSION. MISSION MEMBERS WERE UNANIMOUS IN PRAISING THE OUTSTANDING POST SUPPORT PROVIDED THE MISSION BY DHARAHAN, RIYADH AND JIDDA.

WEST

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